

CLAIMS

WHAT IS CLAIMED IS:

1. A method of targeting potential customers of a customer base with printed advertising media of a seller, method comprising the steps of:
 - a) identifying the customer base of a plurality of video product-rental establishments;
 - b) determining customer demographic criteria corresponding to the customer base of each establishment;
 - c) determining seller demographic criteria corresponding to the seller's printed advertising media;
 - d) calculating a desired advertising coverage area of the seller;
 - e) selecting the video-rental establishments in the desired coverage area whose customer base has customer demographic criteria that match the seller demographic criteria; and
 - f) providing each selected video-rental establishment with the seller's printed advertising media, said printed advertising media adapted to attach to an enclosure of the video product offered by the establishment so that the potential customers in the customer base are exposed to the seller's printed advertising media.
2. The method according to claim 1 wherein the seller's advertising media is color printed media.
3. The method according to claim 1 wherein the seller's advertising media is attached to a predetermined number of enclosures of the video product and wherein a carrying fee is paid to the video product-rental establishment.
4. The method according to claim 3 wherein the seller pays an advertising fee that is greater than the carrying fee paid to the video product-rental establishment.
5. The method according to claim 3 where a difference between the advertising fee paid by the seller and the carrying fee paid to the establishment represents a profit.
6. The method according to claim 1 wherein a first side of the enclosure of the video product receives a first seller's advertising media, and a second side of the enclosure of the video product receives a second seller's advertising media.
7. The method according to claim 6 wherein the first and second seller's advertising media are directed to non-competing goods or services.

8. The method according to claim 1 wherein a first side and a second side of the enclosure of the video product receive the seller's advertising media.

9. The method according to claim 1 wherein at least one side of the enclosure of the video product receives the seller's advertising media.

10. The method according to claim 1 wherein the advertising media is removeably affixed to a surface portion of the enclosure of the video product.

11. The method according to claim 10 wherein the advertising media is removeably affixed to a portion of the enclosure with an adhesive material.

12. The method according to claim 10 wherein the advertising media is removeably affixed to a portion of the enclosure with pressure-sensitive material disposed between the advertising media and the surface portion of the enclosure.

13. The method according to claim 1 wherein the advertising media is contained within the enclosure of the video product.

14. The method according to claim 1 wherein the advertising media is contained within the enclosure of the video product, and the enclosure is translucent so that the advertising media is viewed through the enclosure.

15. The method according to claim 1 wherein the advertising media is contained within the enclosure of the video product, and the enclosure is substantially transparent so that the advertising media is viewed through the enclosure.

16. The method according to claim 1 wherein the advertising media is retained against an inside portion of the enclosure of the video product.

17. The method according to claim 1 wherein the video product is selected from the group consisting of a video tape, CD ROM, compact disc, DVD disc, laser disc and video game cartridges.

18. The method according to claim 1 wherein the customer demographic criteria is selected from the group consisting of age, income level, home ownership/rental status, race, marital status, religion, gender, national origin, ethnic makeup, number of children and age of children.

19. The method according to claim 1 wherein the seller demographic criteria is selected from the group consisting of age, income level, home ownership/rental status, race,

marital status, religion, gender, national origin, ethnic makeup, number of children and age of children.

20. The method according to claim 1 wherein the seller demographic criteria is provided by the seller.

21. The method according to claim 1 wherein the step of determining the customer demographic criteria further includes the step of obtaining data from sources selected from the group consisting of census data records, municipal records, governmental records, public records, and marketing databases.

22. The method according to claim 1 wherein the step of determining the customer demographic criteria further includes the step of obtaining customer demographic data by interviewing employees of the video product-rental establishment.

23. The method according to claim 1 further including the step of identifying a subject matter of the video product and determining video-product demographic criteria corresponding to the subject matter.

24. The method according to claim 23 wherein the seller's printed advertising media is attached only to video products having the video-product demographic criteria that match the seller demographic criteria.

25. A method of targeting potential customers of a customer base with printed advertising media of a seller, method comprising the steps of:

identifying a customer base of a plurality of video product-rental establishments;

determining customer demographic criteria corresponding to the customer base of each establishment;

determining video-product demographic criteria corresponding to a subject matter of the video product;

determining seller demographic criteria corresponding to the seller's printed advertising media;

calculating a desired advertising coverage area of the seller;

identifying the video-rental establishments in the desired coverage area having said customer demographic criteria that match the seller demographic criteria; and

providing each identified video-rental establishment with the seller's printed advertising media, said printed advertising media adapted to attach to an enclosure of the video product offered by the establishment so that the potential customers in the geographical target zone are exposed to the seller's printed advertising media, wherein the seller's printed advertising media is attached only to video products having the video-product demographic criteria that match the seller demographic criteria.